

WHAT IS CLAIMED IS:

1. A filter associated with a media system, the filter receiving data comprising one or more personal characteristics of a user of the media system, the filter determining at least one recommendation for the user of a selection available on the media system based upon at least one of the personal characteristics of the user.
2. The filter as in Claim 1, wherein the data comprising one or more personal characteristics of the user received by the filter comprises an image that includes the user, the image being processed by the filter to identify the one or more personal characteristics of the user.
3. The filter as in Claim 2, wherein the filter uses image recognition software to process the image.
4. The filter as in Claim 1, wherein the data comprising one or more personal characteristics of the user received by the filter comprises an indicium of one or more personal characteristics of the user.
5. The filter as in Claim 1, wherein the one or more personal characteristics of the user is at least one of gender, age and ethnicity.
6. The filter as in Claim 1, wherein the filter accesses a recommendations

database to determine the at least one recommendation for the user.

7. The filter as in Claim 6, wherein the recommendations database is located at a remote server.

8. The filter as in Claim 6, wherein the recommendations database is part of the filter.

9. The filter as in Claim 6, wherein the database includes a number of records comprising an available selection and at least one associated personal characteristic.

10. The filter as in Claim 9, wherein the database is accessed to determine those selections having one or more associated personal characteristics that match one or more personal characteristics of the user.

11. The filter as in Claim 10, wherein the at least one recommendation for the user of a selection is made when the one or more personal characteristics associated with the selection that match one or more personal characteristics of the user meets a criterion.

12. A database that is accessed by a filter to provide a recommendation of one or more selections available on a media system to a user, the database having a number of records comprising an available selection and at least one associated personal

characteristic.

13. The database as in Claim 12, wherein the records comprise an available selection, at least one associated personal characteristic and at least one associated selection available on the media system.

14. The database as in Claim 12, wherein the at least one associated personal characteristic is one of gender, age and ethnicity.

15. A method of filtering selections available on a media system to present recommendations to a user comprising the steps of:

- a) receiving data comprising one or more personal characteristics of the user;
- b) accessing a database that associates available selections with at least one personal characteristic;
- c) determining selections in the database that have at least one match between a personal characteristic associated with the selection and a personal characteristic of the user;
- d) providing a recommendation of a selection in the database where the at least one match meets a criterion.

16. The method as in Claim 15, wherein the criterion is a threshold number.

17. The method as in Claim 15, wherein the step of receiving data comprising

one or more personal characteristics of the user includes receiving image data of the user and processing the image data to determine the one or more personal characteristics of the user.

18. A method of creating a database for use in creating recommendations of selections available on a media system to a user comprising the steps of:

- a) receiving data from a collection of users (a "user base"), the data comprising at least one selection of each user and one or more personal characteristics of the user;
- b) compiling the data received from the user base; and
- c) associating a selection and a personal characteristic in the database when a criterion is met.

19. The method as in Claim 18, wherein compiling data from the user base comprises determining users having a same selection and, for the selection, determining totals of the number of users having the same personal characteristic.

20. The method as in Claim 19, wherein the step of associating a selection and a personal characteristic in the database when a criterion is met comprises determining whether the number of users with the same personal characteristic exceeds a threshold.

21. The method as in Claim 18, wherein compiling data from the user base comprises determining users having a same personal characteristic and, for the personal

characteristic, determining totals of the numbers of users having the same selection.

22. The method as in Claim 21, wherein the step of associating a selection and a personal characteristic in the database when a criterion is met comprises determining whether the number of users having the same selection exceeds a threshold.